

# Ex Parte Presentation of TVGuardian, LLC

MB Docket No. 09-26

July 15, 2009

## **According to American Families, Foul Language is the Most Offensive Aspect of TV**

**More people are offended by foul  
language on TV than by sex, nudity,  
violence, or depictions of drug usage**

(Time Magazine, March 28, 2005)

- **70%** of parents with young children are offended by the foul language on TV (Qualtrics Survey, February 2007)
- **58%** of Americans feel there is too much foul language on TV (Time Magazine)
- **42%** of Americans are personally offended by the foul language on TV (Time Magazine)

## **Foul Language Often Comes Unexpectedly on Shows, Appearing at Virtually Every Hour of the Day**

- Unlike violence and sex, that are generally limited to an expected range of programs, offensive language frequently comes “out of the blue,” without any warning whatsoever
- Foul language pops up in an astonishingly wide range of programs
- And, even the “Family Hour” on TV is rife with objectionable language
- Research by the Parents Television Council found that foul language during the Family Hour increased by 94.8% between 1998 and 2002. Words that PTC found were used in programming during the Family Hour included “ass, screwing, bastard and bitch”

# **TVGuardian Technology (“TVG”) is an Advanced Foul Language Filtering Technology Solution**

## **Advanced Foul Language Filtering Technology Defined:**

1. Uses information in closed captioning to detect and mute offensive phrases
2. Simultaneously displays a non-objectionable replacement phrase on-screen when needed

***“Advanced foul language filtering is an ‘investment into the futures of our children.’”***

**—Comment sent to the FCC by Jack Perry, Conroe, TX**

# **TVG Gives Families the Best of Both Worlds**

When a family sits down to watch TV, they can watch the programs they like... without the language they don't like

For example:

- **“Fuck off!” becomes “Go away!”**
- **“You’re an asshole” becomes “You’re a jerk”**

*“TVGuardian technology actually detects and filters profanity and other offensive phrases chosen by the parent—including ‘hate words’ and racial slurs—while you watch movies or television shows.”*

**–Former FCC Commissioner Deborah Tate**

# TVG is Flexible and Simple to Use

Flexibility and Ease of Use is Critical to the Adoption of Advanced Parental Control Technologies by Families

## With TVG,

- Parents may choose the level of filtering they are comfortable with, from such levels as *Strict*, *Moderate*, *Tolerant*, or, of course, *Off*
- Parents can set the technology once and never have to worry about it again

***“Our call to action is clear: we have to make parental controls easier to understand, easier to use, and universally acceptable. They should be as instinctual as many of the other aspects of parenting we use each day.”***

– Former FCC Commissioner Jonathan Adelstein

# TVG Serves a Critical Role, Separate from that of the V-Chip

Unlike virtually every form of parental control available today...

**TVG FILTERS OUT** offensive content rather than **BLOCKING OUT** entire programs

- Rather than the sledgehammer tool of blocking the entire show, parents are now provided with a scalpel—a tool that allows them to effectively remove objectionable language from the shows they otherwise enjoy
- Rather than the Hobson's choice of “watch and be offended” or “don't watch at all,” families with TVG have the best of both worlds

*“It isn't enough to offer parents channel blocking capabilities. Parents and children alike would appreciate the opportunity to filter inappropriate and completely unnecessary language found in more and more shows and movies.”*

—Matthew Mitchell, Matthews, NC, Dish customer

# Millions Have Already Purchased this Technology

**12.5 million customers** have purchased  
TVG in its own hardware device or  
as a built-in feature in VCRs  
and DVD players

*And TVG customers are **passionate**, sending:*

- Over **10,000** written testimonials
- More than **10,000** requests for TVG to cable & satellite providers
- Nearly **10,000** comments to the FCC in this proceeding

***"I cannot watch television without it. It is the single most important piece of equipment in my home."***

—Comment sent to the FCC by Brian Jackson, Doe Run, MO

# **Unless the Commission and Congress Act Now, Millions Will Lose Access to this Technology in the Digital Transition**

**Unless TVG becomes a built-in feature,  
it will not work with digital TV**

The options are either  
**a step forward**  
or  
**a step backward**

Millions of families stand to either  
**lose access to TVG**  
or millions more can  
**gain access to TVG**

# **Cable & Satellite Providers Generally Have Not Given their Customers the Option of Having this Technology**

Education alone about Older Parental  
Control Technologies is Not Enough –  
Newer Technologies are Needed

- Cable companies have chosen to rely solely on educating viewers about the older, V-Chip style of blocking the entire show, rather than also pursuing important new advances in technology
- TVG is an advanced foul language filtering technology that is ready to become an integral part of the next generation of parental controls for families

***“Although advanced foul language filtering is available, few—if any—cable and satellite companies are making a genuine effort to bring this to America's families.”***

—Donald Wildmon, Chairman, American Family Association

# **Congress is seeking “the next generation of parental control technology” (NOI)**

Congress seeks advanced parental control technologies meeting the following criteria:

1. Appropriate across a **variety of platforms**
2. Appropriate across a **variety of devices**
3. **Can filter language** based upon information in closed captioning
4. **Operate independently** of the current ratings system
5. **Help parents** protect their children from objectionable programming

***“I strongly encourage the FCC to adopt laws that would require all or most media devices to have filters installed on them to eliminate abusive language.”***

**—David Nichols, Edgewood, NM**

## **TVG Meets All Five Criteria**

- ✓ 1. Works on various platforms
- ✓ 2. Works on various devices
- ✓ 3. Filters language
- ✓ 4. Independent of ratings system
- ✓ 5. Helps parents protect children

**TVG is the only proven technology in existence today that meets all five criteria requested by Congress**

***“Winning an Olympic Gold Medal took years of hard work. Raising a family is even a greater challenge. Thanks to TVGuardian, my job just got a lot easier.”***

**—Mary Lou Retton, Olympic Gold Medalist**

# **Leading Family Groups Have Emphasized the Importance of Providing Consumers Access to Advanced Filtering Technologies**

Here are just some of the family  
groups offering their support of TVG:

- **American Family Association**
- **Family Research Council**
- **Parents Television Council**
- **Southern Baptist Convention**

***“We request the FCC ask Congress to help bring TVG  
technology to all of America's families.”***

**—Donald Wildmon, Chairman, American Family Association,  
in its filing to the FCC**

# **Whether Families Can Protect their Children Likely Depends on the Commission's Action Here**

We request that the Commission include strongly worded language in its report, asking Congress to mandate that all families be given access to advanced foul language filtering technology.

***"It is unacceptable to be denied the ability to use the technology that is in existence to limit the foul and offensive language used on TV."***

**—Kindra Neal, Great Mills, MD**

***"If Hollywood has the right to put the foul language in the shows, I should have the right NOT to hear it."***

**—F. Kieffer, Shawnee, OK**

***"We miss more than half the programs we want to watch just because of the language."***

**—Shirley Lucas, Pacifica, CA**